

<i>SERFF Tracking Number:</i>	<i>UTAC-126349108</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>Continental General Insurance Company</i>	<i>State Tracking Number:</i>	<i>43873</i>
<i>Company Tracking Number:</i>	<i>CGI GASBG-12-0001-NL</i>		
<i>TOI:</i>	<i>MS09 Medicare Supplement - Other 2010</i>	<i>Sub-TOI:</i>	<i>MS09.000 Medicare Supplement Other 2010</i>
<i>Product Name:</i>	<i>Medicare Supplement</i>		
<i>Project Name/Number:</i>	<i>Medicare Supplement Reply Card/GASBG-12-0001-NL</i>		

Filing at a Glance

Company: Continental General Insurance Company

Product Name: Medicare Supplement	SERFF Tr Num: UTAC-126349108	State: Arkansas
TOI: MS09 Medicare Supplement - Other 2010	SERFF Status: Closed-Filed	State Tr Num: 43873
Sub-TOI: MS09.000 Medicare Supplement Other 2010	Co Tr Num: CGI GASBG-12-0001- NL	State Status: Filed-Closed

Filing Type: Advertisement

Reviewer(s): Stephanie Fowler

Authors: Jackie Cunningham,
Melissa MacLaurin

Disposition Date: 11/24/2009

Date Submitted: 10/22/2009

Disposition Status: Filed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

General Information

Project Name: Medicare Supplement Reply Card
Project Number: GASBG-12-0001-NL
Requested Filing Mode: Review & Approval
Explanation for Combination/Other:
Submission Type: New Submission
Overall Rate Impact:
Filing Status Changed: 11/24/2009

Status of Filing in Domicile: Pending
Date Approved in Domicile:
Domicile Status Comments:
Market Type: Individual
Group Market Size:
Group Market Type:
Explanation for Other Group Market Type:
State Status Changed: 11/24/2009
Created By: Melissa MacLaurin
Corresponding Filing Tracking Number:

Deemer Date:

Submitted By: Melissa MacLaurin

Filing Description:

The enclosed advertisement is submitted for your review and approval. The form is new and does not replace any forms previously approved by your department. The advertisement will be used by our agents to market various policies that have been approved in your state.

Please note that this advertisement is being filed simultaneously for each company shown on the advertisement.

To the best of my knowledge and belief, this submission complies with all statutes, rules and regulations concerning insurance in your state.

SERFF Tracking Number: UTAC-126349108 State: Arkansas
Filing Company: Continental General Insurance Company State Tracking Number: 43873
Company Tracking Number: CGI GASBG-12-0001-NL
TOI: MS09 Medicare Supplement - Other 2010 Sub-TOI: MS09.000 Medicare Supplement Other 2010
Product Name: Medicare Supplement
Project Name/Number: Medicare Supplement Reply Card/GASBG-12-0001-NL

Company and Contact

Filing Contact Information

Melissa MacLaurin, Compliance Analyst mmaclaurin@gafri.com
11200 Lakeline Blvd Ste 100 512-807-4794 [Phone]
Austin, TX 78717

Filing Company Information

Continental General Insurance Company CoCode: 71404 State of Domicile: Ohio
11200 Lakeline Blvd., Suite 100 Group Code: 84 Company Type: Life & Health
P. O. Box 26580 Group Name: State ID Number:
Austin, TX 78755-0580 FEIN Number: 47-0463747
(800) 880-8824 ext. [Phone]

Filing Fees

Fee Required? Yes
Fee Amount: \$25.00
Retaliatory? No
Fee Explanation: \$25.00 per form
Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Continental General Insurance Company	\$25.00	10/22/2009	31486679

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed	Stephanie Fowler	11/24/2009	11/24/2009

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Disposition

Disposition Date: 11/24/2009

Implementation Date:

Status: Filed

Comment:

Rate data does NOT apply to filing.

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Schedule	Schedule Item	Schedule Item Status	Public Access
Form	Reply Card	Filed	Yes

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TOI: MS09 Medicare Supplement - Other 2010 Sub-TOI: MS09.000 Medicare Supplement Other 2010

Product Name: Medicare Supplement

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Form Schedule

Lead Form Number: GASBG-12-0001-NL

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed 11/24/2009	GASBG-12-0001-NL	Advertising	Reply Card	Initial			GASBG-12-0001-NL (10-19-09).pdf

YES! Please send information on the following:

This is a solicitation for insurance. An insurance agent will contact you.

NAME _____

EMAIL _____

ADDRESS _____

PHONE NUMBER _____

BEST TIME TO CALL _____

In some states, Medicare Supplement plans may be available to persons under age 65 who are eligible for Medicare by reason of disability. These policies have exclusions, limitations, reduction of benefits and terms under which the policy may be continued in force or discontinued. For costs and complete details of the coverage call or write your insurance agent or the company. Great American Supplemental Benefits Group, its companies, nor its agents are not connected with or endorsed by the U.S. government or the Federal Medicare Program. Each insurer has sole financial responsibility for its own products. Do not send any money. You must first complete an application to obtain benefits. THESE POLICIES PROVIDE LIMITED BENEFITS.

GASBG-12-0001-NL

☐ **Medicare Supplement¹** insurance to fill the gaps in your Medicare coverage.

☐ How can **Annuities²** protect and continue the growth of your savings.

☐ Other supplemental health insurance products such as **Cancer Insurance³** or **Accident³** protection.

¹ Available with Central Reserve Life, Continental General, Great American Life®, Loyal American Life®, United Teacher Associates and Provident American Life & Health Insurance Companies.

² Available with Great American Life Insurance Company.

³ Available with United Teacher Associates Insurance Company.



Supplemental Benefits Group

Our Companies include:

Central Reserve Life Insurance Company
Continental General Insurance Company
Great American Life Insurance Company®
Loyal American Life Insurance Company®
Provident American Life & Health Insurance Company
United Teacher Associates Insurance Company

8/18/09